



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Hale, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Rural Bypasses	77.4%	Population		18,878	19,129
Midland Crowd	7.5%	Households		6,878	7,063
Simple Living	6.6%	Families		4,881	4,962
Modest Income Homes	5.0%	Median Age		35.9	37.2
Southern Satellites	3.5%	Median Household Income		\$29,350	\$32,749

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	42	\$1,118.59	\$7,693,661
Men's	41	\$203.65	\$1,400,690
Women's	39	\$363.24	\$2,498,389
Children's	51	\$211.93	\$1,457,655
Footwear	36	\$175.95	\$1,210,167
Watches & Jewelry	47	\$104.02	\$715,449
Apparel Products and Services ¹	47	\$59.80	\$411,311
Computer			
Computers and Hardware for Home Use	46	\$97.15	\$668,217
Software and Accessories for Home Use	42	\$12.10	\$83,227
Entertainment & Recreation	56	\$2,065.85	\$14,208,908
Fees and Admissions	39	\$238.25	\$1,638,717
Membership Fees for Clubs ²	42	\$69.27	\$476,428
Fees for Participant Sports, excl. Trips	36	\$41.01	\$282,074
Admission to Movie/Theatre/Opera/Ballet	38	\$56.24	\$386,792
Admission to Sporting Events, excl. Trips	41	\$25.16	\$173,082
Fees for Recreational Lessons	36	\$46.26	\$318,142
Dating Services	54	\$0.32	\$2,199
TV/Video/Sound Equipment	52	\$753.06	\$5,179,532
Community Antenna or Cable TV	58	\$430.94	\$2,964,034
Televisions	44	\$130.18	\$895,409
VCRs, Video Cameras, and DVD Players	54	\$18.00	\$123,773
Video Cassettes and DVDs	52	\$34.08	\$234,425
Video Game Hardware and Software	50	\$18.09	\$124,448
Satellite Dishes	68	\$0.75	\$5,169
Rental of Video Cassettes and DVDs	52	\$26.28	\$180,724
Streaming/Downloaded Video	32	\$0.26	\$1,772
Sound Equipment ³	43	\$91.53	\$629,569
Rental and Repair of TV/Radio/Sound Equipment	50	\$2.94	\$20,209
Pets	68	\$298.97	\$2,056,332
Toys and Games	56	\$83.16	\$571,962
Recreational Vehicles and Fees ⁴	84	\$367.35	\$2,526,603
Sports/Recreation/Exercise Equipment ⁵	53	\$113.97	\$783,893
Photo Equipment and Supplies ⁶	54	\$68.24	\$469,385
Reading ⁷	50	\$142.84	\$982,484
Food	54	\$4,499.10	\$30,944,792
Food at Home	56	\$2,723.70	\$18,733,610
Bakery and Cereal Products	56	\$380.53	\$2,617,288
Meat, Poultry, Fish, and Eggs	57	\$696.97	\$4,793,794
Dairy Products	56	\$312.25	\$2,147,675
Fruit and Vegetables	51	\$420.49	\$2,892,135
Snacks and Other Food at Home ⁸	57	\$913.45	\$6,282,718
Food Away from Home	52	\$1,775.40	\$12,211,182
Alcoholic Beverages	43	\$254.65	\$1,751,463
Nonalcoholic Beverages at Home	60	\$264.41	\$1,818,615



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	30	\$305.15	\$2,098,849
Vehicle Loans	64	\$3,726.45	\$25,630,493
Health			
Nonprescription Drugs	69	\$78.35	\$538,908
Prescription Drugs	69	\$392.51	\$2,699,677
Eyeglasses and Contact Lenses	59	\$45.46	\$312,668
Home			
Mortgage Payment and Basics ⁹	44	\$4,041.25	\$27,795,690
Maintenance and Remodeling Services	44	\$900.58	\$6,194,165
Maintenance and Remodeling Materials ¹⁰	70	\$291.36	\$2,003,996
Utilities, Fuel, and Public Services	60	\$2,754.52	\$18,945,561
Household Furnishings and Equipment			
Household Textiles ¹¹	49	\$68.91	\$473,945
Furniture	43	\$281.46	\$1,935,897
Floor Coverings	45	\$43.78	\$301,110
Major Appliances ¹²	58	\$176.48	\$1,213,807
Housewares ¹³	46	\$44.04	\$302,905
Small Appliances	57	\$19.91	\$136,932
Luggage	38	\$3.82	\$26,262
Telephones and Accessories	44	\$19.04	\$130,934
Household Operations			
Child Care	40	\$165.17	\$1,136,053
Lawn and Garden ¹⁴	59	\$249.80	\$1,718,128
Moving/Storage/Freight Express	48	\$25.01	\$171,996
Housekeeping Supplies ¹⁵	58	\$445.10	\$3,061,387
Insurance			
Owners and Renters Insurance	62	\$304.37	\$2,093,435
Vehicle Insurance	57	\$793.88	\$5,460,297
Life/Other Insurance	60	\$344.17	\$2,367,194
Health Insurance	61	\$1,246.40	\$8,572,724
Personal Care Products ¹⁶	54	\$233.01	\$1,602,630
School Books and Supplies ¹⁷	45	\$53.36	\$367,000
Smoking Products	73	\$330.12	\$2,270,568
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	60	\$3,106.25	\$21,364,774
Gasoline and Motor Oil	65	\$1,640.79	\$11,285,351
Vehicle Maintenance and Repairs	55	\$543.01	\$3,734,857
Travel			
Airline Fares	37	\$154.19	\$1,060,527
Lodging on Trips	46	\$197.44	\$1,357,970
Auto/Truck/Van Rental on Trips	34	\$13.28	\$91,331
Food and Drink on Trips	47	\$221.57	\$1,523,980

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.